



**MALAYSIA PRODUCTIVITY CORPORATION  
MINISTRY OF INTERNATIONAL TRADE AND INDUSTRY**

## **WELCOMING REMARKS**

**DATO' ABDUL LATIF BIN HAJI ABU SEMAN  
DIRECTOR GENERAL  
MALAYSIA PRODUCTIVITY CORPORATION**

**OFFICIAL LAUNCH OF  
ANNUAL PRODUCTIVITY REPORT 2021  
BOOSTING PRODUCTIVITY: RESET, REFORM, REBOUND**

**30 JUNE 2021 (WEDNESDAY)**

*Salutation*

Yang Berhormat Dato' Seri Mohamed Azmin Ali  
Senior Minister  
Minister of International Trade and Industry

Yang Berhormat Senator Datuk Lim Ban Hong  
Deputy Minister  
Ministry of International Trade and Industry

Yang Berbahagia Dato' Lokman Hakim Ali  
Secretary General  
Ministry of International Trade and Industry

MPC Board of Directors

Productivity Nexus Champions

Members of the media

Distinguished guests

Ladies and Gentlemen

*Assalamualaikum w.b.t. and Salam Sejahtera*

1. A warm welcome to the official launch of Productivity Report 2021 – Boosting Productivity: Reset, Reform, Rebound.
2. Thank you Yang Berhormat Senior Minister for taking your time to launch Productivity Report 2021 amid your busy schedule, and to the senior officers from MITI as well. PIKAS is progressing positively, I am sure it is hectic at the Ministry to ensure manufacturing businesses are implementing the programme effectively. This is expected to maximise business operation and productivity when all workers are vaccinated.
3. Productivity Report 2021 takes a different approach this year. In the previous years, the focus was on the reporting of segments related to national and sectoral productivity performance. This year's edition focused directly into the issues and challenges which impede productivity growth against the worst health and economic crisis, spotlighting on the recommendations of solutions to manage these barriers.
4. Malaysia Productivity Blueprint (MPB) has identified challenges in five areas which impact productivity growth. Challenges in the areas of talent, business environment, technology, incentives, and productivity

mindset are more pronounced by the disruptive impacts from the COVID-19 pandemic. It calls for a reset in the way we assess the gaps as the scenario has changed tremendously.

5. In addressing the pronounced challenges to productivity and in the effort to boost its growth, this year's theme for the report summarises the journey – reset and reform, which eventually leads to productivity rebound. The recommendations presented in the report align with the government agenda through its various economic stimulus packages and recovery plans. Aptly implemented, the solutions are expected to escalate productivity growth, and subsequently enhance business revival and recovery.
  
6. Within business environment, regulations play an important role to enhance the ease of doing business. Managing the regulatory concerns from the industry especially from businesses affected by the pandemic is more urgent now to facilitate their recovery. Regulatory reform is a must to reduce the unnecessary regulatory burdens on businesses and formulate policies which are more conducive to business efficiency. PEMUDAH or the Special Taskforce to Facilitate Business, working with MPC as the Secretariat have been steadfast in regulatory reforms.

7. *MalaysiaMudah* or *MyMudah* initiative is currently on-going to collect regulatory issues and escalate them to the relevant stakeholders for interventions. Up to date, 433 issues are registered through MPC's Unified Public Consultation (UPC) portal. Current efforts include encouraging start-up companies to register their legislative concerns which impede effective digital adoption and innovation. *MyMudah* is supporting the government's agenda to create 5,000 start-ups by 2025 as stipulated in MyDigital.

Ladies and gentlemen,

8. Productivity mindset is a prerequisite to effective execution of productivity efforts. A challenge real enough to impact productivity growth, when the mind blocks from seeing productivity as the game changer to performance and profitability. Since last year, MPC has explored the application of Behavioural Insights in addressing the challenges in productivity mindset, attitudes, and values to influence decisions and actions. In a case study with the Road Transport Department, Behavioural Insights was applied to improve regulatory compliance through cashless payment. During the pilot initiative, customers were nudged to pay using cashless methods at six RTD branches between November 2020 until March 2021. Results showed significant increase in the number of customers using cashless

payment. The success would see the initiative extended to all RTD branches nationwide.

Ladies and gentlemen,

9. Productivity Report 2021 presents recommendations which require close collaboration between the relevant stakeholders in the government and the business community.
  
10. Lastly, again, my appreciation to all the attendees to today's event. This is our next normal of connecting with each other, and so far we have done well. The outlook is promising that the pandemic will not defeat us. Stay safe. Thank you.